

Message Text

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PAGE 01 STATE 183443

61

ORIGIN CG-00

INFO OCT-01 EA-11 ISO-00 AID-20 CEQ-02 CIAE-00 COA-02

COME-00 DODE-00 EB-11 EPA-04 INR-10 IO-13 L-03 NSF-04

NSC-10 NSAE-00 PM-07 RSC-01 SCI-06 SS-15 SPC-03 PRS-01

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J.W. HENDERSON, USCG

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TO AMEMBASSY SINGAPORE PRIORITY

INFO AMCONSUL HONG KONG

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E.O. 11652: N/A

TAGS: SENV, BEXP

SUBJECT: INTERNATIONAL ENVIRONMENTAL EXPOSITION -

EXPO '74, SPOKANE, WASHINGTON

REF: A-5774 JULY 6, 1973; TELCON 9/12 GARNITZ/O'NEILL

THE INTERNATIONAL EXPOSITION ON THE ENVIRONMENT
SCHEDULED MAY 4 TO NOVEMBER 3, 1974, SPOKANE, WASHINGTON
WAS REGISTERED WITH THE BUREAU OF INTERNATIONAL EXPOSITIONS
(BIE) AS A SPECIAL CATEGORY EXPOSITION (EXPO '74) ON THE
ENVIRONMENT. IF THE EMBASSY HAS NOT ALREADY DONE SO, IT
IS REQUESTED THAT A MESSAGE BE DELIVERED PERSONALLY TO
THE HIGHEST POSSIBLE POLITICAL LEVEL ON BEHALF OF THE
SPOKANE 1974 EXPOSITION. FOLLOWING INFORMATION MIGHT BE
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PAGE 02 STATE 183443

USEFUL IN APPROACH TO GOVERNMENT OFFICIAL:

CENTRAL THEME (PROGRESS WITHOUT POLLUTION" ENABLES PARTICIPANTS TO DISPLAY HOW MAN BEHAVES IN RELATION WITH HIS ENVIRONMENT AND INCLUDES FOLLOWING SUB-THEMES:

PRESENTATION OF NATURAL ENVIRONMENT AND OF HISTORICAL SITES SUCH AS ARCHAEOLOGICAL, HISTORICAL OR NATURAL SITES, COUNTRY, FOREST, FRESH WATERS AND OCEANS. ALSO APPROPRIATE ARE IMPROVEMENTS INCLUDING URBAN RENWAL, HOUSING, TRANSPORTATION, TERRITORIAL DEVELOPMENTS, FIGHT AGAINST NUISANCES AND WASTES.

PRESIDENT NIXON HAS APPOINTED J. WELLES HENDERSON AS UNITED STATES COMMISSIONER GENERAL OF THE INTERNATIONAL EXPOSITION ON THE ENVIRONMENT OPENING IN SPOKANE, WASHINGTON IN MAY 1974.

THIS CURRENTLY IS THE ONLY INTERNATIONAL EXPOSITION TO BE APPROVED FOR THE UNITED STATES IN THE DECADE OF THE 1970'S. THE EXPOSITION WILL NOT ONLY MARK THE CENTENNIAL OF SPOKANE BUT WILL ALSO PROVIDE A SPLENDID SETTING IN WHICH MANY NATIONS OF THE WORLD HAVE BEEN INVITED TO EXPLORE NEW WAYS TO RESTORE AND PRESERVE OUR NATURAL SURROUNDINGS AND TO THINK ANEW OF MAN'S RELATIONSHIP TO EARTH. THIS WORLD'S FAIR - "EXPO (74" OFFERS BROAD OPPORTUNITIES FOR DEEPER UNDERSTANDING OF ENVIRONMENTAL ISSUES AND FOR STIMULATING TRADE AND CULTURAL EXCHANGE. PRESIDENT NIXON IN HIS LETTER OF APPRECIATION TO MR. HENDERSON DESCRIBED THE FAIR AS "THE ONLY INTERNATIONAL EXPOSITION IN THE UNITED STATES WHICH IS CURRENTLY SANCTIONED BY THE BUREAU OF INTERNATIONAL EXPOSITIONS. AS SUCH, IT OFFERS AN EXCELLENT MEANS OF ENCOURAGING THE FURTHER DEVELOPMENT OF WORLD KNOWLEDGE IN THE ENVIRONMENTAL AND ECOLOGICAL FIELDS, TO THE MUTUAL BENEFITS OF PARTICIPATING NATIONS."

THE PRESIDENT IS PERSONALLY INTERESTED IN THE SUCCESS OF THIS INTERNATIONAL EXPOSITION AND FURTHER STATED IN HIS LETTER THAT MR. HENDERSON "WILL HAVE THE FULL SUPPORT OF THE DEPARTMENT OF COMMERCE AND ALL OTHER FEDERAL AGENCIES ON THIS MOST IMPORTANT EVENT."

UNCLASSIFIED

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PAGE 03 STATE 183443

SINGAPORE MAY WISH TO FEATURE IN THEIR EXHIBIT VARIOUS HISTORICAL LANDMARKS OR NATURAL SITES WHICH LEND THEMSELVES TO ATTRACTING TOURISTS AND FOREIGN INVESTMENT TO THEIR COUNTRY. POSSIBLY READILY AVAILABLE EXHIBITRY MIGHT BE APPLICABLE FOR SINGAPORE PARTICIPATION IN EXPO '74.

COMMITMENTS FOR FOREIGN NATIONAL EXHIBITS ALREADY RECEIVED BY EXPO '74 MANAGEMENT FROM U.S.S.R., JAPAN, S. KOREA,

TAIWAN AND MEXICO. CANADA HAS ALSO JUST ANNOUNCED PARTICIPATION.

COMMITMENTS FOR PARTICIPATION FROM INDUSTRY HAVE BEEN ANNOUNCED BY SEVERAL LARGE AMERICAN COPORATIONS INCLUDING THE FORD MOTOR COMPANY, GENERAL MOTORS, THE BELL TELEPHONE SYSTEM, GENERAL ELECTRIC CORPORATION, UNITED AIRLINES, EASTMAN KODAK, THE HUGHES AIRWEST. THE MORMON CHURCH IS ALSO AN ANNOUNCED PARTICIPANT. MANY OTHER PRIVATE PARTICIPATION AGREEMENTS ARE PENDING OR UNDER NEGOTIATION.

ACCORDING TO EXPO '74 MANAGEMENT COSTA OF PARTICIPATION WILL BE EXTREMELY MODEST, WITH BASIC RENTAL ONLY \$35,000 FOR 4,000 SQ. FT. EXHIBIT SPACE IN A BUILDING PRESENTLY UNDER CONSTRUCTION BY EXPO '74. UNDER BIE REGULATIONS, MINIMUM ALLOWABLE SPACE FOR FOREIGN NATIONAL PARTICIPANT IS 4,000 SQ. FT. PER COUNTRY AND EXPO '74 CONSTRUCTS ALL THE BUILDINGS.

FOLLOWING SITES PRESENTLY AVAILABLE:

- A) BUILDING 8A - 4,250 SQ. FT.
- B) BUILDING 34 - 7,500 SQ. FT.
- C) BUILDING 20 - 19,500 SQ. FT.
- D) BUILDING 20A - 5,500 SQ. FT.

FOREIGN NATIONAL PARTICIPANTS MIGHT WISH TO OPERATE RESTAURANT AND/OR GIFT SHOP IN ADDITION TO EXHIBIT WHICH COULD REDUCE OVERALL COST OF PARTICIPATION.

HONG KONG PRESENTLY ACTIVELY CONSIDERING PARTICIPATION AND FINAL DECISION EXPECTED SHORTLY. ABOVE SITES AVAILABLE ON FIRST COME FIRST SERVE BASIS.
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PAGE 04 STATE 183443

COMMISSIONER GENERAL HENDERSON MET WITH AMBASSADOR CRONK ON SEPTEMBER 14 AND THE AMBASSADOR WILL ALSO PURSUE PERSONAL CONTACTS WITH GOVERNMENT OFFICIALS ON ARRIVAL. RUSH

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